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Movies USA Magazine: Targeting Youth with Cigarette Advertising

Movies USA Magazine:

Movies USA premiered in March 1989. It is distributed monthly, without charge, by five of the largest movie theater chains in the United States: Cineplex Odeon, with 1,643 screens; General Cinema, with over 1,350 screens; Cinemark, with over 400 screens; Carmike Cinemas, with 669 screens; and Mann Theatres, with over 400 screens. Marketing materials distributed by the publisher of Movies USA explain that the magazine's target is "a captive audience of one million moviegoers" who are "youthful" and "image-conscious." The objective, the publisher continues, is to "[t]ie in promotions with the glamour and excitement of Hollywood and the movies." Actual readership is estimated at 3,000,000 monthly.

Advertisements appearing in Movies USA promote a number of products likely to appeal to high school girls and boys.

Advertisements in Movies USA for Camel Cigarettes:

Every issue of Movies USA contains advertisements for one or more of R.J. Reynolds' cigarette brands, Camel, Magna or Salem.

The Camel ads which have appeared in Movies USA, like those which have appeared in other popular magazines with substantial youth audiences (e.g., Rolling Stone, Sport, National Lampoon), portray a smiling cartoon dromedary smoking a Camel cigarette under the heading "Smooth Character." The ads portray the camel as a fighter-pilot, debonair gambler or "James Bond" type figure, always in the company of a voluptuous and often scantily clad young woman gazing admiringly at him. In the context of Movies USA, the connection between Camel cigarettes and sexual attractiveness, material wealth, fame and a daring lifestyle is made that much more explicit.

Moviegoer Age Demographics and Readership of Movies USA Magazine:

A high percentage of the readers of Movies USA are children and teenagers. Of those who read the magazine, moreover, the youngest readers pay the most attention to the magazine, according to a study conducted for the Motion Picture Association of America, Inc., Worldwide Market Research Group ("MPAA"), and a Movies USA reader survey released in October 1989.

According to the MPAA study, 12% of moviegoers in 1988 were age 12-15, and another 32% age 16-24. As explained in a September 18, 1989 Advertising Age article included in the Movies USA marketing kit, advertisers are lining up to show commercials at movie theaters in the United States because they are "full of captive, hard-to-reach young adults."

The results of the Movies USA reader survey illustrate the magazine's appeal to its youthful readers:



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- The survey results establish that those under age 18 attend the movies more frequently than do those in other age groups. Of those under 18, 8.2% responded that they had attended movies 15 or more times in the last 90 days, while 5.2% of those 18-24 and 3.3% of those 25-34 did so.
- The results also showed that those under 18 spend considerably more time reading or looking into Movies USA than those in other age groups. Those under 18 offered a higher percentage (19.2%) of individuals who read or look into each issue of Movies USA between one and 1.5 hours than those 18-24 (15.3%) and 25-34 (10.2%). Fully 5.8% of those under 18 responded that they read or look into Movies USA four hours or more, in contrast with only 0.2% of those 18-24 and 0.3% of those 25-34.
- Of readers under 18, 38.5% said that they save the magazine after they finish reading it, substantially more than the 26.3% of those 18-24 and 16.1% of those 25-34 who do so.
- Of those under 18, 21.2% said they clip items of interest, while 15.1% and 12.8%, respectively, of those 18-24 and 25-34 said that they do so.
- Of all readers of the magazine under 18 years of age, fully 42.3% rated the magazine "excellent." Only 26.6% of those 18-24 and 23.2% of those 25-34 rated the publication as highly.

Attached are copies of advertisements for Camel cigarettes that have appeared in Movies USA and other publications.

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